

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Which Brand Is the Best Buy?



Buy the lowest cost brands that
suit your family's taste and the
meals you have planned.

\$ Make Your Food Dollars Count \$

U.S. Department of Agriculture, July 1984, Program Aid No. 1344

COMPARE BRANDS



Generic Brands

- plain wrap
- little advertising



Store Brands

- fancier wrap
- some advertising



Name Brands

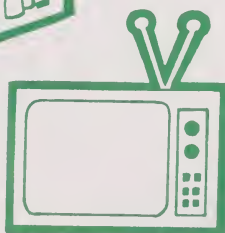
- fanciest wrap
- national advertising



Price

You pay for:

- Fancy Packaging
- Advertising



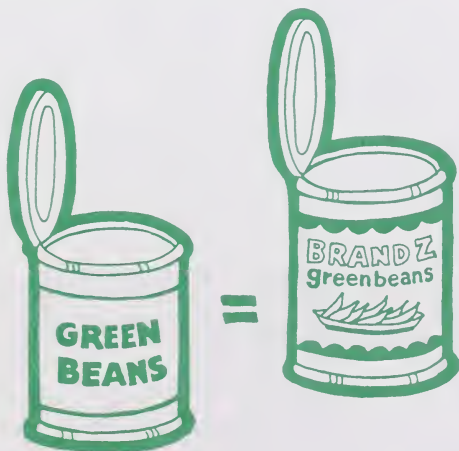
Quality



- Taste, color, look, and size may be different from brand to brand.
- If some of these don't matter to you, buy a lower-cost brand.

Nutrition

- The nutrients you get from different brands of the same food are about the same.



Convenience Foods Save Time But Can Cost More



Convenience foods can cost more than the same foods you make at home.

Choose them carefully. Make foods at home, if you have the time.

\$ Make Your Food Dollars Count \$



• What adds to the cost of convenience foods?

- packaging
- precooking
- seasoning and sauces

• Compare the cost of common convenience foods:



63¢



6¢/oz.



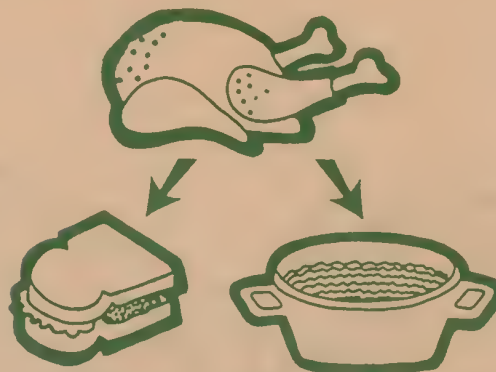
16¢/oz.



\$1.19

Make your own convenience foods

- Leftovers are one key to convenience.
- Plan meals so you will have leftovers to eat later in the week.



Sandwich

Chicken 'n' Dumplings

• Is extra convenience worth the extra cost?

Homemade



42¢

Frozen Dinner



\$1.15

Homemade



\$1.81

Bakery



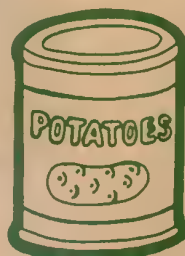
\$3.29

• The more done to foods by someone else — the more you pay:

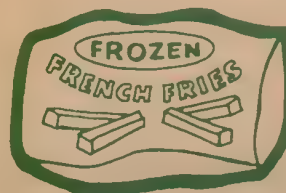


1 cup cooked costs you:

12¢



23¢



27¢



40¢

